

# RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
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July 29, 1997

RJR Account #026040

Mr. F. Attea  
M. ATTEA & BROS.

## DORAL BUY ONE CARTON GET 5 PACKS FREE / PROMOTION #701646

Dear Frank:

*DORAL pre-sleeved gratis* product (6M), along with *Doral Live* product, has been ordered (see quantities listed below) to ship this promotion to participating retail accounts on the attached Customer List. R. J. Reynolds' sales personnel will assemble offers at store level.

DORAL GRATIS BRAND STYLE	GRATIS UPC Code	#/ (6M) Gratis Cases	DORAL LIVE BRAND STYLE	LIVE UPC Code	#/ (12M) Live Cases
<i>Light 100</i>	12300-21775	<u>22</u>	<i>Light 100</i>	12300-15212	<u>22</u>
<i>FF 100</i>	12300-21776	<u>11</u>	<i>FF 100</i>	12300-15312	<u>11</u>
<i>Men Lt 100</i>	12300-21858	<u>11</u>	<i>Men Lt 100</i>	12300-15812	<u>11</u>
<i>Ult Lt 100</i>	12300-21860	<u>11</u>	<i>Ult Lt 100</i>	12300-16712	<u>11</u>

Product / Premium Arrival:

August 19, 1997

Ship Date to Retail:

Week of: August 25, 1997

EFT \$ Amount:

\$30,504.62

Non-EFT \$ Amount:

\$N/A

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$9.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to \$495.00 (55 (12M) case(s) @ \$9.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: C. Alessandra

Enclosure: Customer List

Note to RJR Manager:  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

**PROMOTION #701646: DORAL BUY 1 CARTON GET 5 PACKS FREE**

PRODUCT ARRIVAL DATE: 8/19/97

SHIP NUMBER OF CARTONS AS INDICATED [LIVE (12M) PRODUCT AND GRATIS (6M) PRODUCT] TO STORES LISTED.

\*\* R.J. REYNOLDS SALES PERSONNEL WILL ASSEMBLE AT STORE LEVEL.

STORE#	SUSP#	PURCHASE#	ADDRESS	CITY	STATE	#LIVE CARTONS				#GRATIS CARTONS				TYPE	INR#	ACCOUNT
						90	45	45	45	45	22.5	22.5	22.5			
162205	641087	ONONDAGA NATION	DBA FIREKEEPERS DINE	NEDROW	NY	90	45	45	45	45	22.5	22.5	22.5	225	ATTEA	
162205	477231	ONONDAGA NATION	DBA KEVIN BUCKTOOTH	NEDROW	NY	90	45	45	45	45	22.5	22.5	22.5	225	ATTEA	
162603	422076	NO BLANKET	2400 UPPER MOUNTAIN	SANBORN	NY	90	45	45	45	45	22.5	22.5	22.5	225	ATTEA	
162603	303562	SMOKIN JOES #1	2293 SAUNDERS	SANBORN	NY	120	60	60	60	60	30	30	30	300	ATTEA	
162603	349196	JAY'S	5446 WALMORE RD	LEWISTON	NY	90	45	45	45	45	22.5	22.5	22.5	225	ATTEA	
162603	363986	HANK'S SMOKE SHOP	GARLOW ROAD	LEWISTON	NY	90	45	45	45	45	22.5	22.5	22.5	225	ATTEA	
162603	790191	MIKE'S TRADING POST	2342 PRINTUP RD	SANBORN	NY	90	45	45	45	45	22.5	22.5	22.5	225	ATTEA	
162603	197949	JAN'S TOBACCO SHOP	383 BLOOMINGDALE RD	BASOM	NY	120	60	60	60	60	30	30	30	300	ATTEA	
162603	526968	THE REZ/INDIAN RESV	986 BLOOMINGDALE RD	BASOM	NY	90	45	45	45	45	22.5	22.5	22.5	225	ATTEA	
162606	035972	SENECA ONE STOP #010	BROAD ST.	SALAMANCA	NY	90	45	45	45	45	22.5	22.5	22.5	225	ATTEA	
162606	521674	OMNI ENTERPRISES II	11326 FARNHAM RD	IRVING	NY	90	45	45	45	45	22.5	22.5	22.5	225	ATTEA	
162606	440187	TRIPLE J TOBACCO	RT. 5 & MILESTRIP	IRVING	NY	90	45	45	45	45	22.5	22.5	22.5	225	ATTEA	
162606	687893	NATIVE PRIDE	RT 20 & MILESTRIP	IRVING	NY	90	45	45	45	45	22.5	22.5	22.5	225	ATTEA	
162606	665431	ANTONE'S II	CENTER & BROAD ST	SALAMANCA	NY	90	45	45	45	45	22.5	22.5	22.5	225	ATTEA	
				TOTAL CARTONS		1320	660	660	660	660	330	330	330			ATTEA Count
				TOTAL CASES		22	11	11	11	22	11	11	11			

09/25/97

ACCOUNT NUMBER: 026040                    M ATTEA & SONS INC  
VOUCHER NUMBER: 15371519                1509 CLINTON ST  
DATE WRITTEN: 09/25/97                  BUFFALO , NY 14206  
STATUS: PAID  
AMOUNT PAID:        495.00                SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP SHIPPING	55.00	495.00

EXPLANATION: DORAL 5 PK CTN PROMO 701646 - CAA

51859 6600